SME Development Fund Final Report of Approved Project

Project Title

: Assisting Hong Kong Brands and Products to

(Reference No.)

Explore Central China Market through Organizing

"Wuhan Hong Kong Brand Week" Serial

Activities

(D11 002 003)

Period covered

: From 1 November 2011 to 31 August 2012

(dd/mm/yy) (dd/mm/yy)

1. Project Details

Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.

Project Reference and Title

Assisting Hong Kong Brands and Products to Explore Central China Market through Organizing "Wuhan Hong Kong Brand Week" Serial Activities (D11 002 003)

Project Summary (in not more than 150 words)

Hong Kong companies especially SMEs have quickened their pace in developing China's domestic market. As a survey by the Chinese Manufacturers' Association of Hong Kong reveals, while South China and East China are approaching market saturation, Central China has emerged as a new focal point for Hong Kong companies to deploy their product outlets. Besides, in developing domestic sales business, many Hong Kong companies tend to opt for cost-effective and time-saving strategies like cooperating with Mainland distributors and participating in exhibitions and fairs.

In line with these trends, this Project stages a promotional campaign under the theme of "Wuhan Hong Kong Brand Week", aiming to promote the collective image of Hong Kong brands and products and to help the industries especially SMEs to better understand the domestic market and explore business opportunities in the Mainland particularly Central China. It features a series of diversified activities that tie in with the current needs of Hong Kong SMEs, including a training workshop and an experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in exploring Chinese market; a showcase gallery at the "2012 Hong Kong Trendy Products Expo, Wuhan" (the Expo) to display the brands and products of selected Hong Kong companies, accompanied by a questionnaire survey on visitors with an eye to understanding the preferences of local consumers; and a business networking meeting to facilitate the business matching between Hong Kong brands and Mainland distributors.

Project Objective(s) (in not more than 80 words)

- 1. To advance Hong Kong SMEs' understanding of the current situation and business environment of Mainland market especially the Central China;
- 2. To enhance SMEs' skills in formulating effective marketing and branding strategies for domestic sales;
- 3. To help Hong Kong brands to develop cooperation opportunities with potential business partners in the Mainland;

: Hong Kong Brand Development Council Company Limited

4. To promote the collective image and competitive advantages of Hong Kong brands and products.

Recipient/Collaborating/Implementation Organisation

Collaborating Organisation(s)	The Chinese Manufacturers' Association of Hong Kong			
Implementation Agent(s)	CMA Exhibition Services Limited			
Key Personnel				
Project Co-ordinator :	<u>Name</u> Hilson Yan	Company/Organisation Hong Kong Brand Development Council	Tel No. & Fax No. 2542 8631	
Deputy Project Co-ordinator :	Carol Pang	CMA Exhibition Services Limited	2542 8683	
Project Period				
As stated in success correspond	Commencement D (day/month/year		Project Duration (No. of months)	
As stated in project agreement	1 November 2011	31 August 2012	10 months	
Revised (if applicable)				

Methodology Employed

Recipient Organisation

- Showcase Gallery
- Consumer Survey
- Business Networking Meeting
- Training Workshop
- Experience Sharing Seminar
- Publicity Campaign and promotion

2. Summary of Project Results

Project Deliverables

Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.

1.) Showcase Gallery:

71 Hong Kong brands joined the showcase gallery at the "2012 Hong Kong Trendy Products Expo, Wuhan" with over 160 products displayed during 28 April to 2 May 2012. Among them, 5 brands were from fashion and accessories, 10 from jewelleries and watches, 13 from household products and fine living, 10 from home appliances, 14 from food and 19 from Chinese medicine, healthcare products and beauty products.

The gallery successfully attracted 300,000 visitors during 5-day exhibition.

2.) Consumer Survey

A consumer survey was conducted to collect the views of Wuhan Citizens in regard to Hong Kong brands and products and to understand their consumption behavior. The Survey interviewed 831 Wuhan consumers and a comprehensive analytic report was complied, which provides up-to-date and in-depth information about Central China market, especially useful for Hong Kong SMEs' reference. The "Survey Report on Central China Consumers' Perception of Hong Kong Brands" was released in mid-June and uploaded on Project's webpage at the official website of the Hong Kong Brand Development Council.

3.) Business Networking Meeting:

A 2.5-hour business matching meeting was organized at Wuhan International Exhibition and Convention Center on 28 April. Over 70 Hong Kong brand oepators and more than 150 Mainland distributors and buyers joined the meeting.

4.) Training Workshop:

A 7-hour training workshop on "Marketing Strategies and Practices in Exploring Central China Market", was organized on 26 March; and 47 (out of 71 enrolments) local brand operators and SMEs attended the workshop.

5.) Experience Sharing Seminar

A 3-hour experience sharing seminar was organized on June 15 and 120 (out of 140 enrolments)local brand operators and SMEs attended the workshop.

6.) Publicity Campaign in Hong Kong

A media briefing on "Wuhan Hong Kong Brand Week" was organized and 5 media representatives and 20 local brand operators and SMEs attended the briefing.

A phased advertising campaign was rolled out on trade-related local newspaper and magazines, including "Hong Kong Entrepreneurs", "Sing Tao", "Hong Kong Economic Times", "Ming Pao", "Hong Kong Economic Journal".

7.) Promotion in Wuhan

Advertisements had been placed on Wuhan's newspaper and radio including "Wuhan Late Newspaper", "武漢楚天都市報" and "武漢楚音樂台".

8.) Promotional Materials

A set of promotional materials, including 30,000 leaflets and 500 brochures of the gallery exhibitors as well as 5,000 banner pens, was produced and distributed to promote the showcase gallery and Hong Kong Brand Week.

9.) On-line Promotion

A webpage section entitled "Wuhan Hong Kong Brand Week" was created within the website of the Hong Kong Brand Development Council. Information and activities of the project had been updated on the section and the "Survey Report on Central China Consumers' Perception of Hong Kong Brands" were duly uploaded for SME's easy and free download and reference.

Actual Benefits to SMEs

Please indicate *in clear*, *specific*, *tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs in general or SMEs in specific sectors, in not more than 400 words.

This project has provided a wide range of support to local SMEs, helping them to acquire practical skills, up-to-date market intelligence and business opportunity for tapping into the Central China Market. Meanwhile, the project has also enhanced the collective image of Hong Kong brands, while helping to raise Mainland consumer's awareness in regard to Hong Kong brands and products

The Project features a series of diversified activities that tied in well with the current needs of Hong Kong SMEs. In particular, the "Brand Hong Kong, Stylish Gallery" showcase attracted the eyeball of a huge number of Wuhan visitors, providing an effective fast-track for SMEs to access a Central China. Besides, the dissemination of promotional materials including leaflets, brochures and souvenirs, together with the rolling out of an intensive advertising campaign via Wuhan's media, also helped to promote Hong Kong brands and products to wider audience.

The business networking meeting successfully assembled about 70 Hong Kong SMEs representatives and over150 Central China retailers and service providers. Many Hong Kong SMEs obtained precious opportunities for meeting potential buyers especially the large-scale retailing chain operators, and the business connections they established on that occasion are beneficial to their future development in the Central China Market.

The training workshop and experience sharing seminar were effective platforms for SMEs to acquire practical knowledge and skills, access up-to-date information, exchange views and share real-life experience in relation to Mainland's domestic market. As questionnaire surveys conducted on the participating audience affirmed, 94% participants agreed that the training workshop was useful, close to 93% recorded for experience sharing seminar. Furthermore, 97% and 86% audience indicated that they were satisfactory with the training workshop and experience sharing seminar respectively.

The finding of consumer survey embodies first-hand intelligence and in-depth insights regarding Central China consumers' behavior as well as their perception on Hong Kong brands and products. Moreover, to the extent that the mainstay of the respondents to the Survey were tertiary-educated younger generations with a certain level of purchasing power, who factually represent Mainland's most important consumer groups in the coming decade, the survey results based on such sample structure could provide useful information with long-term reference values, which in particular would help Hong Kong companies to better understand the Chinese middle-class market and grasp the future consumption trends.

A dedicated webpage section was created within the official website of Hong Kong Brand Council to host the updated information of "Wuhan Hong Kong Brand Week". The 23-page "Report on Survey on Central China Consumers' Perception of Hong Kong Brands" is available on the webpage for free download by local SMEs and interested parties. Moreover, detailed information of the participating brands of the showcase gallery was uploaded on the webpage, providing an additional e-channel for these SMEs to promote their brands and products.

Milestones (in chronological order)

Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.

	Milestone (as set out in the project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N)#
(a)	Formulation of selection guidelines and formation of selection committee; Media briefing; website set-up and update	31/12/2011		C
(b)	Recruitment of participating companies of the showcase gallery	31/1/2012		C
(c)	Screening of participants and collection of products/ information for showcase gallery; enrolment of participants of the training workshop	15/3/2012		С
(d)	Preparation for the design and decoration of the showcase gallery	25/4/2012		С
(e)	Design and production of survey questionnaire, promotional materials and souvenirs	25/4/2012		С
(f)	Delivery of one-day training workshop; recruitment of participants of the business networking meeting	25/4/2012		С
(g)	Construction of showcase gallery	27/4/2012		С
(h)	5-day exhibition period; conduction of business networking meeting; collection of questionnaire from visitors	2/5/2012		С
(i)	Data input and analysis of the consumer survey; preparation of survey report; delivery of experience-sharing seminar	31/8/2012		С
(j)	Uploading of post-event activities recapture and survey report onto website	31/8/2012		С

Marketing/Dissemination Activities (in chronological order)
Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.

<u>Date/</u> <u>Period</u> 15/11/2011	Me	Description edia Briefing to announce the launch of the Project	No. of beneficiaries (Please specify whether they are SMEs or not)
10/2011 - Showd 5/2012 Galler		Promotion to local SMEs and Recruitment of participating companies: Websites: i) HKBDC, ii) CMA, and iii) HKBPE	71 participating brands, 70% of them were SMEs
	3	E-mailing and direct mailing of the circulars: i) Ove HKBDC corporate members and SME Branding Cl members; ii) Over 8,000 CMA member companies affiliated companies; iii) Over 1,000 HKBPE exhib	ub and itors. ii)
	(b)	Set up of showcase gallery: i) A showcase gallery heen designed to accommodate over 160 exhibits in categories; ii) Information counter, backdrop and information panels were set up;(iii) Promotional materials including leaflet, brochure and banner per (souvenir) were produced and distributed; iv) Billb and buntings were set up at the venue of the "2012 Trendy Products Expo, Wuhan"	ı 6 1 oard
26/3/2012 Trainir Worksl	g (a) nop 1 2	Recruitment of participating companies trhough: Websites: i) HKBDC, ii) CMA, and iii) HKBPE E-mailing and direct mailing of the circulars: i) Ove HKBDC corporate members and SME Branding Cl members; ii) Over 8,000 CMA member companies affiliated companies; iii) Over 1,000 HKBPE exhib Newspapers and Magazines: i) Hong Kong Econom Times; ii) Sing Tao Daily; iii) Hong Kong Entrepretiv) HK Economic Journal	ub were SMEs by and estimation itors. itic
2/2012 to Busine 5/2012 Networ Meetin	king 1 2 2 3	Recruitment of participating companies: Websites: i) HKBDC, ii) CMA, and iii) HKBPE E-mailing and direct mailing of the circulars: i) Ove HKBDC corporate members and SME Branding Cl members; ii) Over 8,000 CMA member companies affiliated companies; iii) Over 1,000 HKBPE exhibit Newspapers and Magazines: i) Hong Kong Econom Times; ii) Sing Tao Daily; iii) Hong Kong Entreprer iv) HK Economic Journal; v)武漢晚報; vi) 楚天都 vii)武漢楚天音樂台 Recruitment of potential buyers from Mainland Chi Invitation letter and Email sent through collaboratin partners, including CCPIT Wuhan, Wuhan Zhong B Bai Huo and Wuhan Associations.	distributors and buyers enrolled with 97% and 64% turn-up rate respectively, 80% of Hong Kong companies were SMEs by estimation that it is supported by the support of Hong Kong companies were support of Hong K
2/2012 to Consun 5/2012 Survey	ier (a) 1	Promotional activities: Websites: i) HKBDC, ii) CMA, and iii) HKBPE	831 Wuhan residents were

		2	Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) Hong Kong Economic Journal l; v)武漢晚報; vi) 楚 天都市報; vii)武漢楚天音樂台	interview	ed
4/2012 to	4/2012 to Experience (a) 6/2012 Sharing 1 Seminar	(a)	Promotional activities:	140 enrollments with over 80% turn-up rate, 90%	
Seminar 2		1	Websites: i) HKBDC, ii) CMA, and iii) HKBPE		
	2	E-mailing and direct mailing of the circulars: i) Over 400 HKBDC corporate members and SME Branding Club members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors.		e SMEs by	
	3	Newspapers and Magazines: i) Hong Kong Economic Times; ii) Sing Tao Daily; iii) Hong Kong Entrepreneur; iv) Hong Kong Economic Journal.			
	(b)	Report distribution Survey Report had been uploaded onto HKBDC website for free public download			
	Tatal - a - f	1	iciaries no of SMEs About	240	direct

Total no. of beneficiaries - no. of SMEs

: About 240 direct beneficiaries; about 20,000 SMEs by estimation

no. of companies which are not SMEs : About 60

Future Plan for Promoting the Project Deliverables

The information of project and electronic version of "Survey Report on Central China Consumers' Perception of Hong Kong Brands" are keeping beyond the project period until the end of 2012 and provide a convenient and effective avenue to disseminating knowledge, experience and updated market information of Central China, freely accessible to local SMEs as well.